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JANUARY 2025

DESTINATION STEWARDSHIP SUPPORT SERVICES UPDATE

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COLLECTIVE

HAWAII TOURISM
AUTHORITY

JANUARY 2025

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A dark, moody photograph of ferns, likely in a forest setting. The ferns are illuminated from below, creating a strong contrast between the dark background and the bright green leaves. The word "VEPAM" is overlaid in the center in a white, serif font.

VEPAM

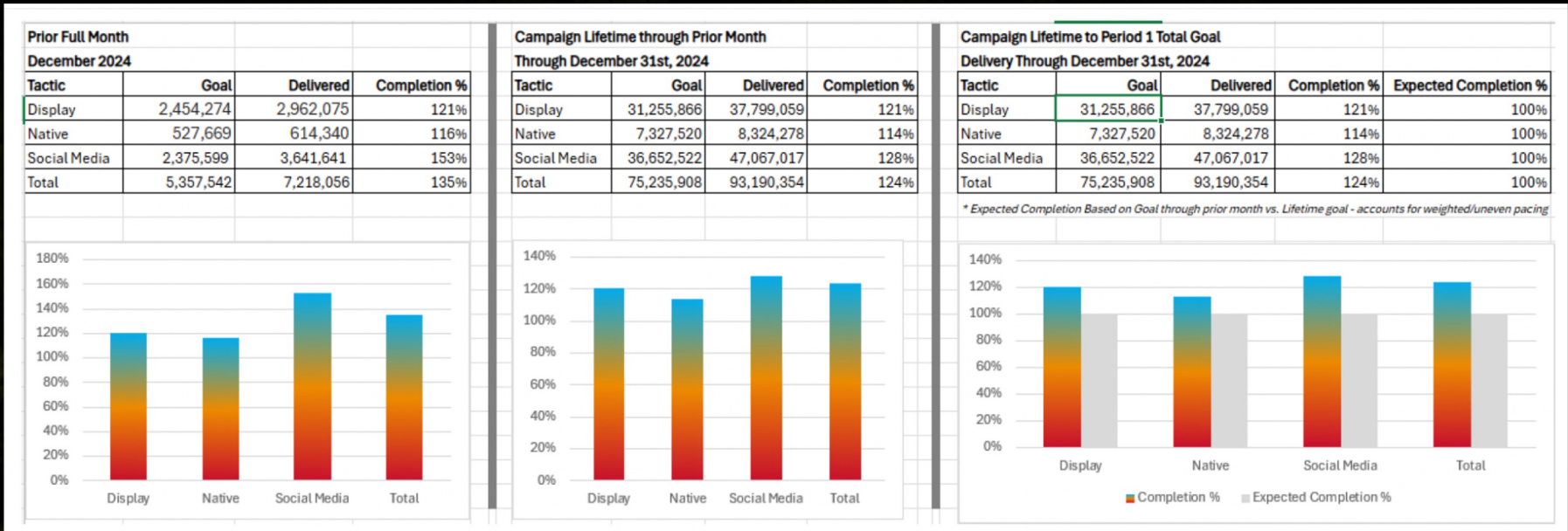
VEPAM: CTC

- TA + CTC Hōike inspiration
- 'Āina Ho'ola Initiative will be featured in a future Travel 808 episode
- Utilize content gathered from the TA and CTC programs for future VEPAM
- Similar integration with 'Umeke events



JANUARY 2025

VEPAM KPI Thermometer



<https://nexstardigital.tapclicks.com/client/dist/#/dash/1752>

A close-up photograph of green fern fronds against a dark background. The fronds are illuminated from above, creating a strong contrast between the bright green leaves and the deep shadows. The text "FTA + CTC" is overlaid in the center of the image in a white, serif font.

FTA + CTC

Community Tourism Collaborative

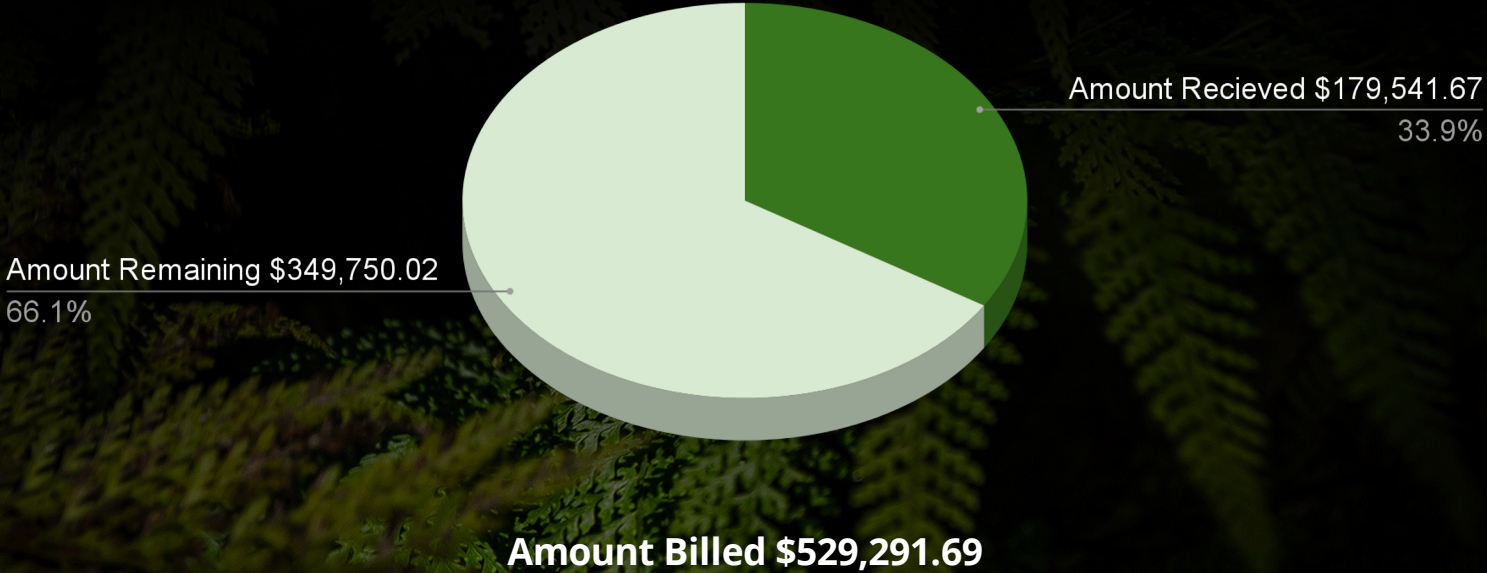
- TA + CTC cohort members featured on HI Now Daily
- Professional photoshoots ongoing with cohort members
- Curator onboarding for cohort members



Anelakai Adventures, sets the example for sustainable and regenerative ocean tourism experiences. HI Now learns how Anelakai Adventures leads in sustainable tourism with paddle-powered tours, inclusivity, cultural focus, and calls for DOE collaboration.

Amount Received/Billed for FTA + CTC

* October 2024



A dark, moody photograph of ferns, likely a tree fern, with the word 'Umeke' overlaid in white text. The ferns are illuminated from below, creating a strong contrast against the deep black background. The text is centered horizontally and vertically.

'Umeke

'UMEKE 2025-2026 - Key Dates

February 10th

**Application
Release**

**February
11th - 26th**

**Community
Info Sessions**

April 1st

**Application
Deadline**

Anticipated Award Announcement - June 5th*

**pending funding availability*

‘UMEKE 2025-2026 - Community Information Sessions

February 11th
10am - 11:30am
Virtual

February 12th
2pm - 3:30pm
O‘ahu
Kilohana Office

February 13th
10am - 11:30am
Lāna‘i
Lāna‘i Youth Center

February 18th
3pm - 4:30pm
Kaua‘i
Līhu‘e Civic Center

February 19th
2pm - 3:30pm
Hawai‘i Island (Kona)
West HI Civic Center

February 20th
2pm - 3:30pm
Hawai‘i Island (Hilo)
DHHL

February 21st
5pm - 6:30pm
Moloka‘i
Mitchel Pauole Center*

February 24th
5pm - 6:30 pm
Maui
Kāko‘o Maui*

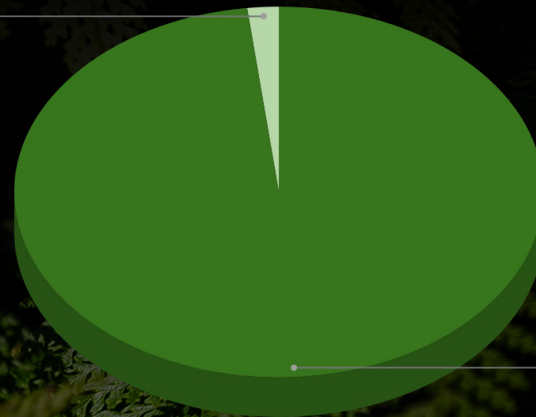
February 26th
5pm - 6:30 pm
Virtual

*pending confirmation

Amount Received/Billed 'Umeke

* October 2024

Amount Remaining \$179,117.64
1.9%



Amount Recieved \$9,175,147.02
98.1%

Amount Billed Total \$9,354,264.66

Tour Guide Certification



Status Update

- Initial course content draft completed
- 22 community stakeholders engaged in curriculum development
- 20+ stakeholders to review and give feedback on curriculum

Tour Guide Certification

The screenshot displays the 'Modules' page of the Hawaii Tourism Authority website. The page features a navigation bar with links for Home, Modules, About Certification, Sign In, and a Sign up button. Below the navigation, the title 'Modules' is centered, followed by a sub-header stating 'Certification consists of 14 online modules which you can complete in your own time.' The main content area is a grid of nine module cards, each with a background image, a title, and an 'Enroll' button. The modules are:

- 01 Role and Responsibility: Introduction to Tour Guiding in Hawai'i
- 02 Hawaiian Culture
- 03 Cultural Sensitivity & Awareness
- 04 Hawai'i's History
- 05 Modern Hawai'i
- 06 Hawai'i's Natural Ecosystems
- 07 Hawai'i: Island By Island
- 08 'Ōlelo Hawai'i (Hawaiian Language)
- 09 Safety on Tour

A close-up photograph of vibrant green fern fronds against a dark background. The fronds are illuminated, showing their intricate, feathery structure. The word "CURATOR" is overlaid in the center in a white, serif font.

CURATOR



192

Organizations Registered

69

Organizations Certified

48

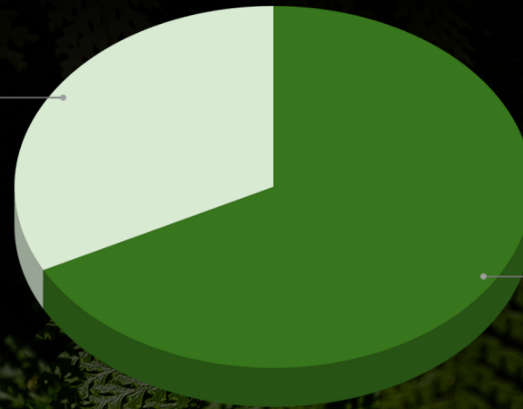
Organizations live on Qurator's website

- Organizations that participated in the Community Tourism Collaborative will join Qurator
- Qurator certified businesses will soon be integrated into the Go Hawai'i website
- Targeted outreach ongoing to get more businesses Qurator certified

Amount Received/Billed Qurator

* Up to October 2024

Qurator Remaining \$70,687.50
32.6%



Qurator Amount Recieved \$146,125
67.4%

Amount Billed Total \$216,812.50

A close-up photograph of vibrant green fern fronds against a dark background. The fronds are illuminated, showing their intricate, feathery structure. The text "Mahalo Nui Loa" is overlaid in the center in a white, serif font.

Mahalo Nui Loa